



I aim to design interactions between people and technology that are appealing, fitting and clear. Technology should enrich people's lives and the human scale is leading in my designs. Products and people mutually affect each other and it is my passion to design the right experience for the right context.

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**Languages**

- Dutch (native)
- English (fluent)
- German (basic)





**Tools**

- Figma
- Sketch
- Axure RP
- Zeplin
- Miro
- Adobe CC

- Design systems
- Office 365

- Arduino
- Rhino 3D

**Approach**

-  Analytical
-  User-centered
-  Conceptual
-  Hands-on

**Also likes**

- Climbing
- Hiking
- Snowboarding
- Road trips
- Interactive electronics (IoT)
- Pixel art

### Experience

2024

### Freelance UX Designer

Since 2014

#### Senior Service & UX Designer

[Royal Dutch KLM, Schiphol](#)

Feb 2022 - November 2023

Pre- and onflight (crew) applications & Reshaping the crew's digital journey

2022

#### Senior User Experience Designer

[Ahold \(Albert Heijn\), Zaandam](#)

Dec 2018 - September 2021

Research & design of various applications for all 1000+ stores

2019

#### Senior User Experience Designer

[VodafoneZiggo, Amsterdam / Utrecht](#)

July 2017 - August 2018

Design of a 'converged' eShop

2017

#### Senior User Experience Designer

[T-Mobile NL, The Hague](#)

August 2016 - February 2017

Improving the (eCommerce) experience

2016

#### User Experience Designer

[Sharewire, The Hague](#)

June 2015 - February 2017

Various commissioned mobile (native) apps

2015

#### User Experience Designer

[Dutch Domotics & Sensara, Rotterdam](#)

[Applied Radar Technology, Leiden](#)

January 2014 - February 2016

Research & design of care-monitoring apps

2014

### Education

#### MSc. Design for Interaction

[Delft University of Technology](#)

[Internship at Frank & Frens, Delft](#)

September 2010 - June 2013

Graduated on a kite-surf simulator ([kitesim.nl](http://kitesim.nl))

2010

#### BSc. Industrial Design

[Eindhoven University of Technology](#)

September 2005 - February 2010

Interactive concepts & products

2005